

We're looking for our Ogilvy!

We need a

- Branding Bard
- Storyteller
- Copywriter
- Content Writer
- Blogger
- Editor

all rolled into one.

About Us

The Go-To Guy! is a brand under Disrupvation Digital Pvt. Ltd. and is the services arm of the company in the business of providing brand and marketing services.

Consultants have made... "Strategy" overrated! ; "Marketing" – A complicated myth and "Branding" – An untouchable convict. We, at The Go-To Guy! are attempting to break this norm and surprise the world every day! We are "Your Idea Execution Agency". If you have an idea, we will take it to the world. We build brand identities, activate presence & engage consumers - Online, Offline, Social & Mobile.

www.thegotoguy.co

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Role: Copywriter
Position: Full-Time

We are looking for a creative Copywriter to write clear and concise copy for marketing campaigns, digital ads, and websites.

An ideal candidate is someone who is team-spirited, skilled and an imaginative writer with attention to detail as a strength. If you are that someone who can understand project requirements quickly and offer valuable insight, we'd like to meet you.

Job Responsibilities:

- Write creative, clear, attractive copy with a distinct voice
- Interpret copywriting briefs to understand project requirements
- Collaborate with designers, PR and other professionals on large- and small-scale marketing projects (e.g. email campaigns and landing pages)
- Conduct high-quality research and interviews
- Edit and proofread copy as needed
- Use SEO principles to maximize copy's reach

Requirements:

- Proven experience as a copywriter or related role
- Knowledge of online content strategy and creation
- Excellent writing, editing and proofreading skills
- Understanding of SEO
- Strong research skills
- Excellent time-management and organizational skills
- BSc/BA in marketing, English, journalism or related field

To Apply:

Please send your resume with a covering email as to why you are suitable for this role to reach@thegotoguy.co